

Message Text

UNCLASSIFIED

PAGE 01 MONROV 03067 041512Z
ACTION AF-10

INFO OCT-01 ISO-00 EB-07 /018 W
-----050138Z 127721 /63

R 041500Z MAY 77
FM AMEMBASSY MONROVIA
TO USDOC WASHDC
INFO SECSTATE WASHDC 4589

UNCLAS MONROVIA 3067

FOR USDOC/OIM/AF

E.O. 11652: N/A
TAGS: BEXP, LI
SUBJECT: CONSUMER GOODS CATALOG SHOW

REF: USDOC 5654

1. AS FOLLOW-UP TO REFTTEL, BASIC SELLING POINTS FOR CONSUMER GOODS CATALOG SHOW, AS WELL AS CONSTRAINTS OF LIBERIAN MARKET, WERE PROVIDED IN MONROVIA A-08. CONCUR WITH COMMERCE DECISION TO CANCEL SUBJECT SHOW IN LIGHT OF DISCOURAGING EXPERIENCE WITH SWISS MARKET. IT IS FEELING OF COMMATT THAT COMMERCE SHOULD AVOID OVER-SELL OF PROGRAMS AND OBJECTIVELY PRESENT TO EXPORT RESPONSIVE FIRMS PROS AND CONS OF USING CATALOG SHOW AS TOOL FOR ENTERING A GIVEN MARKET. TEMPORARILY CONVINCING AN UNCOMMITTED FIRM TO ENTER DIFFICULT MARKET SIMPLY CREATES HEADACHES FOR EVERYONE IN LONG RUN.

2. FURTHER TO REFTTEL, COMMERCIAL SECTION INTERESTED IN REVIEWING VTR CATALOG EXHIBIT WHICH WAS PREPARED BY AMERICAN HOUSEWARES MANUFACTURERS ASSOCIATION. POST MAY BE ABLE TO DEVELOP EVENT ON OWN INITIATIVE AROUND VTR IF CONTENT APPROPRAITE.
CARTER

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 04-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977MONROV03067
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770157-0257
Format: TEL
From: MONROVIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770596/aaaadeqb.tel
Line Count: 47
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 077e169b-c288-dd11-92da-001cc4696bcc
Office: ACTION AF
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 1
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 25-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2645648
Secure: OPEN
Status: NATIVE
Subject: CONSUMER GOODS CATALOG SHOW
TAGS: BEXP, LI
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/077e169b-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
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